



# LAKE COUNTY

## FLORIDA

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### **ADDENDUM NO. 2**

**Date: May 24, 2016**

**RFP No. 16-0425**

**RFP Title: Advertising Agency for Tourism Marketing**

It is the vendor's responsibility to ensure their receipt of all addenda, and to clearly acknowledge all addenda within their initial bid or proposal response. Acknowledgement may be confirmed either by inclusion of a signed copy of this addendum with their response by completion and return of the addendum acknowledgement section of the solicitation. Failure to acknowledge each addendum may prevent the bid or proposal from being considered for award.

**Addendum # 1 changed the date for receipt of proposals to June 8, 2016 at 3:00 p.m.**

### **Questions/Answers:**

Question 1: Please provide me with the marketing plan report mentioned in Addendum # 1, Question # 23.

Answer 1: [http://lakecountyfl.gov/pdfs/economic\\_development\\_tourism/TourismMarketingPlan\\_2014-2016.pdf](http://lakecountyfl.gov/pdfs/economic_development_tourism/TourismMarketingPlan_2014-2016.pdf)

Firm Name: \_\_\_\_\_ Date: \_\_\_\_\_

Signature: \_\_\_\_\_ Title: \_\_\_\_\_

Typed/Printed Name: \_\_\_\_\_